

## **CLAIMS**

What is claimed and desired to be secured by Letters Patent is as follows:

1. A method of compiling data comprising:  
inviting telephone responses to a data-gathering campaign;  
inviting Internet responses to a data-gathering campaign;  
automatically routing the telephone responses and the Internet responses to a single data bank which is common to both a telephone response path and an Internet response path;  
preventing duplicate telephone responses from reaching the single data bank;  
preventing duplicate Internet responses from reaching the single data bank; and  
using data captured in the single data bank to analyze a campaign.
2. The method defined in Claim 1 further including a step of further processing non-duplicate responses.
3. The method defined in Claim 2 wherein the step of further analyzing responses includes a step of selecting a response for special attention.
4. The method defined in Claim 2 further including a step of merging telephone responses and Internet responses received in the data bank into a single merged data report.
5. The method defined in Claim 3 wherein the step of further analyzing responses includes a

step of identifying a respondent associated with the selected response.

6. The method defined in Claim 5 wherein the step of further analyzing responses includes a step of notifying the identified respondent.
7. The method defined in Claim 6 wherein the step of further analyzing responses includes a step of notifying a non-selected respondent that their response has not been selected for special attention.
8. The method defined in Claim 7 wherein the telephone response is via a toll-free number.
9. The method defined in Claim 1 wherein the step of using the single data base to analyze a campaign includes steps of analyzing respondent profiles and information including name and address.
10. The method defined in Claim 6 wherein the step of further analyzing responses includes a step of notifying the respondent via the channel used by the respondent to accept the invitation.
11. The method defined in Claim 9 wherein the step of using the single data bank includes capturing cookie information.

12. The method defined in Claim 1 further including a step of identifying the number of Internet responses.
13. The method defined in Claim 1 wherein the step of preventing duplicate responses includes notifying a respondent associated with a duplicate entry of the prevention step being taken.
14. The method defined in Claim 1 wherein the step of further analyzing responses includes a step of capturing HTML and sending HTML to a browser.
15. The method defined in Claim 13 further including a step of notifying a respondent associated with a duplicate response when a response from that respondent will be accepted.
16. The method defined in Claim 2 wherein the step of further analyzing responses includes a step of obtaining ANI for each response received via a telephone channel.
17. The method defined in Claim 7 wherein the step of further analyzing responses includes a step of notifying a non-selected respondent when another response will be accepted from that non-selected respondent.
18. The method defined in Claim 1 wherein the step of routing telephone responses includes

interactive voice response steps.

19. The method defined in Claim 1 wherein the step of routing telephone responses includes automatic number identification steps.
20. The method defined in Claim 17 wherein the step of routing Internet responses includes automatic number identification steps.
21. The method defined in Claim 1 further including a step of entering a UPC associated with a response into the data base.
21. The method defined in Claim 1 further including entering a UPC associated with a response into a single data base.
22. The method defined in Claim 21 further including a step of checking the validity of each UPC entered into the single data bank as it is entered and notifying a respondent if the UPC is not valid.